



WPTV

Print Date: 10/23/12

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Contract / Revision

315515

Flight Dates 10/25/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

Estimate # 2175 OFA 60s Add

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
				Sa 8-10a													
				Sa 8-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	-----S-		1	\$1,450.00			0.00							
N 4	WPTV	10/25/12	10/29/12	Su 8-9a	CM	8-9a			-----S	1:00	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00
				Su 8-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	-----S		1	\$2,150.00			0.00							
N 5	WPTV	10/25/12	10/29/12	M-F 9-10a	CM	9-10a			M- -TF- -	1:00	2	\$1,300.00	FX	0.00	NM	2	\$2,600.00
				M-F 9-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	M- -TF- -		2	\$1,300.00			0.00							
N 6	WPTV	10/25/12	10/29/12	M-F 5-530p	CM	5-530p			M- -TF- -	1:00	1	\$3,200.00	FX	0.00	NM	1	\$3,200.00
				M-F 5-530p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	M- -TF- -		1	\$3,200.00			0.00							
N 7	WPTV	10/25/12	10/29/12	M-F 530-6p	CM	530-6p			M- -TF- -	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
				M-F 530-6p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	M- -TF- -		2	\$3,200.00			0.00							
N 8	WPTV	10/25/12	10/29/12	M-F 6-630p	CM	6-630p			M- -TF- -	1:00	1	\$3,600.00	FX	0.00	NM	1	\$3,600.00
				M-F 6-630p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	M- -TF- -		1	\$3,600.00			0.00							
N 9	WPTV	10/25/12	10/29/12	M-F 630-7p	CM	630-7p			M- -TF- -	1:00	1	\$3,600.00	P-3	0.00	NM	1	\$3,600.00
				M-F 630-7p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	M- -TF- -		1	\$3,600.00			0.00							
N 10	WPTV	10/25/12	10/29/12	Su 6p	CM	6-630p			-----S	1:00	1	\$1,700.00	FX	0.00	NM	1	\$1,700.00
				Su 6p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	-----S		1	\$1,700.00			0.00							
N 11	WPTV	10/25/12	10/29/12	M-F 11-1135p	CM	11-1135p			M- -TF- -	1:00	2	\$2,800.00	FX	0.00	NM	2	\$5,600.00
				M-F 11-1135p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	M- -TF- -		2	\$2,800.00			0.00							
N 12	WPTV	10/25/12	10/29/12	NFL Game	CM	4p-12a			-----S	1:00	1	\$5,500.00	P-1	0.00	NM	1	\$5,500.00
				NFL Game													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12	-----S		1	\$5,500.00			0.00							

Totals 17 \$43,200.00